



# PRODUCT LAUNCH CHALLENGE



# FUTURE MAS



# THE SITUATION

YOU'RE A MARKETING AND ADVERTISING EXECUTIVE IN CHARGE OF NOT ONLY DREAMING UP THE NEWEST AND GREATEST TACO BELL MENU ITEM, BUT ALSO FIGURING OUT HOW TO SELL IT.

YOUR CHALLENGE IS THAT NO ONE HAS HEARD, SEEN, OR TRIED THIS PRODUCT YET (NOT EVEN THE MOST LOYAL TACO BELL FANS).

THE COMPANY HAS MILLIONS OF DOLLARS, AND PEOPLE'S CAREERS RIDING ON THE SUCCESS OF THIS NEW MENU ITEM, SO IT IS CRITICAL THAT THE NEW CAMPAIGN DRIVES AWARENESS, CONSIDERATION, TRIAL AND SALES.



# YOUR CHALLENGE

DETERMINE WHAT THE NEWEST MENU ITEM WILL BE AND DEVELOP A PRODUCT LAUNCH CAMPAIGN THAT WILL CREATE THE MOST HYPE, IMPACT AND AWARENESS, FOR BOTH THE BRAND AND THE NEW PRODUCT.

THIS ITEM COULD BE SOMETHING TOTALLY CRAZY AND UNHEARD OF, OR SOMETHING SIMPLE THAT IS NOT CURRENTLY BEING OFFERED AT TACO BELL BUT MAKES SOLID BUSINESS SENSE TO OFFER TO THEIR CONSUMERS.



# THE DELIVERABLES

DESCRIPTION OF WHAT THE PRODUCT IS, WHY YOU CHOSE IT AND WHY YOU THINK TACO BELL CONSUMERS (EITHER NEW OR EXISTING) WILL CARE  
*-Can be any food, condiment, dessert or drink item not currently offered on Taco Bell menus*

WHO IS YOUR TARGET AUDIENCE FOR THIS PRODUCT?

WHAT IS YOUR PRODUCT TAGLINE/HASHTAG?

WHAT DATE ARE YOU LAUNCHING YOUR NEW MENU ITEM AND WHY?

HOW ARE YOU GOING TO MAKE CONSUMERS AWARE OF YOUR NEW PRODUCT?

WHY YOU THINK THIS WILL WORK.



# POTENTIAL IDEAS

- TV CAMPAIGN
- RADIO CAMPAIGN
- PODCAST CAMPAIGN
- OUT OF HOME
- PRINT
- SOCIAL MEDIA
- MOBILE APP CAMPAIGN
- SEARCH
- PROGRAMMATIC VIDEO
- INFLUENCER
- CELEBRITY ENDORSEMENT
- SPONSORSHIP
- PR EVENT/STUNT
- PRODUCT PLACEMENT
- DIRECT MAIL
- OTHER CRAZY IDEA?



# THE PITCH

EACH SCHOOL IS REQUIRED TO SUBMIT A PITCH

*-Be sure to address the deliverables outlined in this brief*

*-Remember you are selling an idea so presentation is important*

NO MORE THAN 5 ENTRIES PER SCHOOL

PITCH CAN BE EITHER A VIDEO PRESENTATION (10 minutes max) OR A PRESENTATION DECK (PPT, Google Slides, or Keynote)



# HOW WE'LL BE EVALUATING

LEVEL OF STRATEGIC THOUGHT AND RATIONALE

EXPLANATION OF HOW/WHY IT WILL RESONATE WITH YOUR TARGET CONSUMER

OVERALL CREATIVITY

EFFECTIVENESS

BUZZ POTENTIAL





# THE REWARD

THE JUDGING COMMITTEE WILL DETERMINE ONE WINNER  
WINNING TEAM WILL BE REWARDED WITH A PIZZA PARTY IN CLASS  
NATIONAL BRAGGING RIGHTS



GOOD LUCK!

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT:  
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